

Petiquette for Parks Education Campaign

Key message: Show Good Petiquette in Parks
Target Audiences: Dog owners/OLA Users
All park users (creating awareness about leash and scoop laws)

Timeline & Focus:	Media	Web	Materials	Site Activities	General Outreach	Partner Groups	Sponsorships	Resources
ONGOING	Petiquette for Parks Press Kit Program update press releases	Petiquette page as part of dog program information at www.portlandparks.org Develop online calendar, mailing list signup Facebook/Twitter presence: regular “petiquette” tips	Petiquette handouts: on-site distribution, as well as distribution to organizations/businesses Petiquette Posters (Parks general): for placement in kiosks/info stations at all parks Petiquette signs (Parks general): stake signs for targeted placement at parks with high dog conflicts Petiquette signs (for OLAs): rotate stake sign messages through OLAs Petiquette Banner: For event use Petiquette Pop-up tent: campaign outreach, then use at parks with high conflicts	Petiquette pop-ups Ranger patrols On-site training opportunities Assist stewardship groups in publicizing their events	Develop calendar for program appearances: OHS events, vet events, pet fairs, community fairs, etc. Program appearances at neighborhood events, esp. in neighborhoods with high level of conflict Program staff to visit neighborhood/communit y meetings as needed	Multnomah County Animal Services: distribute materials to new owners, with new license information Oregon Humane Society: distribute materials to new owners OLA stewardship Groups: distribute info via Facebook/on-site activities, conduct patrols Neighborhood Associations Park Patrol Groups	See attached sponsorship packet, potential sponsor list Explore partnership with MCAS and OHS	Oregon Veterinary Association – encourage vets to talk to their patients about good petiquette
JUNE - SEPTEMBER 2011 <i>Petiquette for Parks</i> <i>Campaign Launch for all parks/off-leash areas</i> <i>Messages:</i> - <i>Good OLA</i>	Press Release on Campaign launch Targeted Pitches to pet-centric publications and writers Targeted media buys for pet-centric	Launch Facebook/Twitter page for dog program, build presence through efforts like: - Name this dog! Contest for the dog mascot	Distribute petiquette materials to partner organizations, local vets, community centers Petiquette Signs (Obey Leash Laws and Golden Shovel Rule): in parks across the city	Roll out Petiquette Pop-Up : on-site staff person/volunteer to hand out materials, answer questions, encourage sign-up for mailing list. Bark in the Park event: summer wrap-up event in	Yappy Hour events at partner hotel/restaurants/ businesses Bark in the Park and Yappy Hour poster distribution to businesses	OLA stewardship groups – volunteer staffing, promote events, staff pop-ups	See attached sponsorship packet, potential sponsor list Pet-friendly restaurants/hotels/ locations (for off-site events)	Marketing/promotion intern for summer 2011

<div><div>Petiquette</div><div><div>- Obey Leash Laws</div><div>- Scoop the Poop</div></div></div>	<div>publications/websites</div> <div>Provide general articles to neighborhood newsletters</div> <div>Bark in the Park and Yappy Hour promotional ads to targeted media</div>	<div><div>- Dog of the week, highlight dog/person practicing good petiquette</div><div>- Expert tips, work with vet/behavior specialist to provide weekly tips</div><div>- Cross-promotion through program/partner sites, including dogs for the environment, MCAS, OHS, etc.</div></div>	<div>Petiquette Signs (OLA petiquette): rotates throughout OLAs over 9-week period</div>	<div>August/September</div>			<div>Giveaway/prize sponsors for “yappy hour” and “Bark in the Park” events</div> <div>On-site training sponsors</div>	
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